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INFO OCT-01 ISO-00 EA-09 EB-07 /017 R

DRAFTED BY COM/BIC/OIM/JRSOUSANE/238
APPROVED BY EB/CSB/OCA/CD:EMFEATHERSTONE
COM/BIC/OIM/TCMOORE,CMM/238
COM/BIC/OIM/MRD/NBASSETT
COM/BIC/OIM/MVWEBBERT/238 (DRAFT)
STATE/EA/EP:MHENDERSON
STATE/EA/IMS:ADORNHEIM (INFO)

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R 102012Z FEB 76

FM SECSTATE WASHDC
TO AMEMBASSY JAKARTA

UNCLAS STATE 032512

E.O. 11652: N/A

TAGS:BEXP, ID

SUBJECT:REQUEST FOR MARKET RESEARCH CONTRACT: PRINTING AND
--- GRAPHIC ARTS EQUIPMENT (P&GA)

1. IN SUPPORT OF PRINTING AND GRAPHIC ARTS EQUIPMENT
EXHIBITION NOW BEING PLANNED AS REGIONAL PROMOTION AT
USRTC SINGAPORE (OCTOBER 1976), OIM WOULD APPRECIATE
RECEIVING MARKET BRIEF COVERING INDONESIAN MARKET
OPPORTUNITIES. MARKET DATA ARE NEEDED BOTH FOR PLANNING
OF EVENT AND FOR DISSEMINATION TO U.S. INDUSTRY DURING
EXHIBITOR SOLICITATION.
2. REQUEST EMBASSY'S ASSISTANCE IN CONTRACTING WITH
EXPERIENCED MARKET RESEARCH COMPANIES QUALIFIED TO PERFORM
MARKET RESEARCH IN INDONESIA TO PROVIDE A MARKET BRIEF
COVERING GENERAL OVERVIEW OF THE PRINTING AND GRAPHIC ARTS
EQUIPMENT MARKET, INCLUDING MARKET PROJECTIONS THROUGH 1980.
3. IN ADDITION TO GENERAL DISCUSSION OF MARKET FACTORS,
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FOLLOWING SPECIFIC POINTS SHOULD BE INCLUDED IN
MARKET BRIEF:

(A) INDICATE THE ESTIMATED SIZE OF THE MARKET FOR P&GA EQUIPMENT IN CY 1974, 1975 AND 1980.

(B) INDICATE THE LEVEL OF IMPORTS, EXPORTS AND PRODUCTION OVER THE ABOVE PERIOD.

(C) FOR THE SAME YEARS, SHOW THE U.S. SHARE OF INDONESIA'S IMPORTS, AND INDICATE MAJOR THIRD COUNTRY SUPPLIERS AND THEIR ESTIMATED MARKET SHARE.

(D) FORECAST THE GROWTH RATE IN TOTAL LOCAL CONSUMPTION BETWEEN 1975 AND 1980. DISCUSS BRIEFLY, ECONOMIC, SOCIAL AND OTHER FACTORS EXPECTED TO BE IMPACTING THE CHANGE IN MARKET SIZE FROM 1975 TO 1980.

(E) IDENTIFY SPECIFIC TYPES OF U.S. P&GA EQUIPMENT FOR WHICH THE MARKET APPEARS TO HOLD PARTICULAR PROMISE OVER THE NEXT FIVE YEARS (1976-1980).

(F) IDENTIFY MAJOR END-USERS AND MARKET SECTORS THAT OFFER THE BEST OPPORTUNITIES FOR SALES OF P&GA EQUIPMENT (E.G., IN-PLANT PRINTERS, COMMERCIAL PRINTERS, ETC.).

(G) DISCUSS MARKET CONDITIONS (E.G., GOVERNMENT PLANS, POLICIES OR MAJOR INDUSTRY CHANGES) WHICH MIGHT FACILITATE OR IMPEDE THE IMPORTATION AND SALES OF U.S. EQUIPMENT.

PROVIDE DUTY RATES FOR EQUIPMENT CITED IN (E) AND CITE ANY NON-TARIFF TRADE BARRIERS.

4. A BRIEF LIST OF MAJOR CATEGORIES OF P&GA EQUIPMENT FOR THE EMBASSY'S USE IN UNDERTAKING THE MARKET RESEARCH ASSIGNMENT IS SHOWN BELOW:

PHOTOTYPESETTING EQUIPMENT
OTHER TYPESETTING EQUIPMENT
GRAPHIC ARTS CAMERAS (PROCESS CAMERAS)
LIGHTING SYSTEMS
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PROCESSORS AND OTHER GRAPHIC ARTS EQUIPMENT
PLATEMAKING EQUIPMENT (GRAVURE, LETTERPRESS, OFFSET AND
---OTHER LITHOGRAPHIC)
PRINTING PROCESSES (NEWSPAPER, GRAVURE, LETTERPRESS,
---OFFSET AND OTHER LITHOGRAPHIC)
BOOKBINDING EQUIPMENT
OTHER CUTTING, GATHERING, AND BINDING EQUIPMENT
SPECIALIZED PRINTING AND GRAPHIC ARTS QUALITY CONTROL
---EQUIPMENT

5. EMBASSY REQUESTED TO NEGOTIATE A CONTRACT AT A COST
NOT TO EXCEED DOLLARS U.S. NINE HUNDRED AND FIFTY.
CONTRACTOR REQUIRED TO COMPLETE REPORT IN TIME FOR

SUBMISSION TO EMBASSY FOR FINAL REVIEW AND FORWARDING TO
OIM BY MARCH 19. FOUR COPIES OF DOUBLE-SPACED TYPE-
WRITTEN REPORT DESIRED.

6. UPON RECEIPT OF EMBASSY'S RECOMMENDATION RE NAME OF
CONTRACTOR SELECTED AND CONTRACT PRICE, FISCAL DATA
WILL BE FURNISHED IN SEPT. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE032512
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/JRSOUSANE/238
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760051-0840
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760263/aaaacdad.tel
Line Count: 127
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ullricre
Review Comment: n/a
Review Content Flags:
Review Date: 10 SEP 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10 SEP 2004 by meiwc>; APPROVED <20 SEP 2004 by ullricre>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EQUEST FOR MARKET RESEARCH CONTRACT: PRINTING AND --- GRAPHIC ARTS EQUIPMENT (P&GA)
TAGS: BEXP, ID
To: JAKARTA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006